

Questions 15–20

Complete the notes below.

Choose **ONE WORD ONLY** from the text for each answer.

Write your answers in boxes 15–20 on your answer sheet.

ORGANISING A BUSINESS CONFERENCE

First steps:

- decide who the conference is for
- ensure the programme fulfils delegates' requirements

Venue and timing:

- try to avoid scheduling the conference during **15** times or when other annual conferences occur
- check accessibility by different modes of transport
- choose a place with a large hall and also **16** spaces for smaller meetings

Speakers:

- choose appropriate speakers
- give the speakers as much **17** as possible

Communication:

- send out a mailshot to potential delegates
- confirm individual details with speakers, check if they will need accommodation and request a **18** of their presentation

Final tasks:

- give the venue precise numbers of attendees
- make sure each person attending receives information about the conference and a **19** for identification
- use **20** to get opinions on the conference